

INCREASE IN VALUE BUT NO CHANGE IN PRICE.

THE IMPROVED MORRIS CHAIR,
FREE with a \$10.00 selection of the LARKIN SOAPS.



CHOICE of polished **Golden Oak**, or Birch with polished **Mahogany** finish. **All hair-filled**, comfortable, handsome, reversible, closely tufted **cushions**, 4 in. thick; well and honestly made for severe wear. Seat cushion is 21 x 21 in.; the back, 20 x 28 in.

Coverings of handsome, high-grade, durable, plain or figured **Corduroy** or **Velour**, in medium Red, Green or Brown. Full box seat with six oil-tempered coil springs.

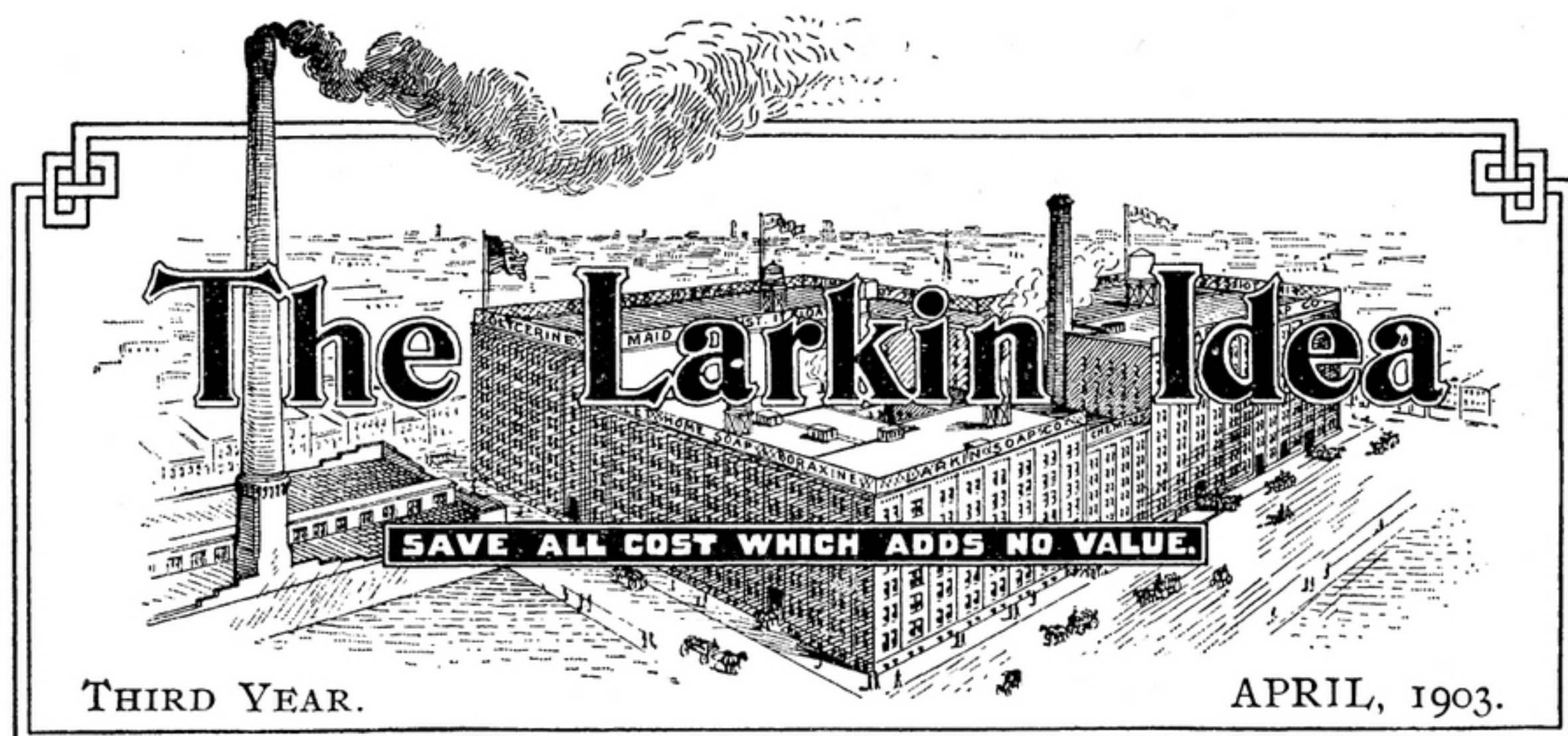
A roomy, luxurious piece of furniture. **Back adjustable** to five positions. Height of back from floor, 38½ in. Nickel-plated fixtures, almost hidden, supplant the old brass rod. **Heavy frame**; hand-carved **claw feet**; front legs are 2 x 3¾ in.; roll-front arms, 4½ in. wide, and only 27¼ in. long (no awkward rear projections); front rail is 4½ in. wide; side rails, 3½ in. wide, 16 spindles. Four socket-casters.

Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.



A LEGEND OF HONOR BRIGHT SOAP AND BETTY, A HEN.

BY ALMA R. VAUGHN.

'Twas a ten-pound pail all rusty and old,
 I rubbed and I scrubbed till it shone like gold ;
 Then I put it out in the sun to dry
 While I washed the dishes and made a pie ;
 Then I heard the yell of our old Betty hen
 And I thought, Here comes that hawk again !
 Just then I looked for my shining pail
 And all I could see was that old hen's tail ;
 Her feet were going round and round,
 Just like a buzz all over the ground :
 I laughed till the tears ran down my cheeks
 And all I could hear was peep, peep, peeps.
 I lost my footing as I stopped to look,
 And the hen and pail went into the brook ;
 As I saw it lodged in the rolling stream
 I knew it was useless to call or scream,
 So I held my breath, and gave a leap,
 And caught the hen by her flying feet.
 A more sorry sight you never did see
 As she cackled and ran on ahead of me.
 I saw at once how the affair took place :
 The pail reflected her angry face
 And she bristled up, as all hens will
 That have chickens they want nothing to kill.
 She thought it a hen with another brood,
 And stood for her rights as all hens should.
 As I changed my dress all muddy and wet
 I thought, This lesson I'll never forget ,
 When the Honor Bright Soap on ti^{ware} I try
 I'll put it by the kitchen stove to dry.

BRIGHTEN THE KITCHEN.

The disposition to have everything about the house bright and cheerful has been noticeably growing of late,

and it is a most commendable tendency. It ought to be cultivated regarding the kitchen, especially, in connection with the other working and living rooms of

the household. One of the daily papers is in the right when it says: "The kitchen should be—for health's sake if for no other—the brightest room in the house, with the exception of the nursery and the rooms where the children sleep." It should have every convenience for saving steps and labor and should be well ventilated. It need not be a large room if everything is compactly arranged; it should have the walls lined with cupboards, built in the house. The sinks should not be inclosed; if they are damp they will smell badly in a very short time, and nothing will ever overcome it. You will find that in old houses, where the kitchen is poked off under the back stoop and has but one window, facing north or on a walled-up area, the people of that house always had some member of the family sick. Microbes and infection love dark kitchens.—*The Housewife*.

RURAL MAIL DELIVERY.

The people are just beginning to understand the far-reaching effects of rural mail delivery. This innovation will not only bring country people in closer touch with the centers of business and information but it will be a potent factor in bringing about an era of good roads. This will add to the pleasures of country life and result in better conditions for those who live in the rural districts. The post-office department has adopted the rule to require good roads before it will establish a rural route, and where these do not exist the benefactors of the route are required to promise to improve the facilities for travel before the route will be provided.

Rural routes have been established on 32,000 miles of road and serve under two,000,000 people.

In order to facilitate matters it has been found necessary to chart all the territory covered by these routes, and

the work of making maps to cover all the area included in the rural-delivery service is now in progress. The maps differ materially from any maps ever before made for so large a territory, in that they indicate every house, store, church, factory, road-box or postal station in the territory covered.

These maps are made in the rural-delivery division of the post-office, from plates, surveys, records, maps, etc., secured by rural-route carriers from the authorities of the counties in which the service is established, and from which absolutely accurate information may be obtained.

It is conceded that no other branch of the postal system is so popular as is the rural free delivery service. This is due largely to the fact that it carries with it the facilities of all the other branches. It is, in short, the extension of the post-office to homes of the people, the carrier performing all the functions of the postmaster. He not only delivers and collects ordinary mail, but carries a supply of stamps and stamped paper for the accommodation of rural patrons; is prepared to register letters at the roadside, or to accept money for the purchase of money orders.

Some curious results have followed on the heels of this work, the most striking being that every establishment of service is promptly followed by phenomenal increase from month to month in the number of pieces of mail delivered and collected by the carrier, and it is still more remarkable that the increase does not cease after the first few months, but continues with regularity and without any appreciable decrease. This may be clearly shown by the statement made up from the records of the twenty-four post-offices at which rural free delivery was originally established in 1896, and which include the years 1900 and 1901. In 1900 the carriers at those offices

delivered 1,607,972 pieces of all classes of mail and collected 250,719 pieces. In 1901 the same carriers delivered 1,934,237 pieces and collected 305,578 pieces, showing in the number delivered, an increase of 326,265 pieces, or 20.16 per cent., and in the number collected, an increase of 54,859 pieces, or 27½ per cent.

Thus it seems that the regular visits of the mail wagons and carriers from day to day have had the effect of stimulating country people to write more letters than formerly, when they had to walk sometimes eight and ten miles to the nearest post-office probably twice or three times a month. This increase in rural correspondence has enlarged the number of deliveries, which in turn call for answers in nine out of every ten cases, the whole leading to a phenomenal increase in rural mail.

Finally, the rural free-delivery service has been the means of producing some of the finest maps in America, and when one comes to realize that this map-making means that eventually every farm-house, fence, factory, church, and school in America will be mapped so that the superintendent of the rural free-delivery service will have at his command a chart of the whole United States (in sections, of course), that will give everything, down to the most obscure log cabin, one can begin to appreciate the magnitude of this geographical enterprise.

AS TO ADVERTISING IN GERMANY.

Some American houses establishing branches or agencies in Germany very shortly find out how deep an interest the government takes in their affairs; it dictates how they shall move in certain directions, and under what conditions they shall carry on business. Even advertising does not escape. There are various laws

bearing on advertising and its regulation, and these are encountered at every turn. One has to be very careful with his pen in the framing of an advertisement. An American ad-smith, so-called, could not get to work, hammer and tongs, and coin what he considered a Jim Dandy advertisement and let it go at that. There is one of these laws which relates to unwarranted and untruthful claims in advertising the qualities of certain articles to the public. It is said, a number of American enterprises of a rather shady character have run up against this law, but legitimate concerns that have conformed to the laws have nothing to fear. This is as it should be. Buncombe announcements, such as "the best ever," "the greatest in the world," "unexcelled in quality," if they get into print, stand a good chance of securing for the enterprising advertiser a liberal fine for violating the law relating to untruthful claims. It seems hard, no doubt, to the advertiser with a liberal conscience and a picturesque imagination, but the law is right. We ought to have something of the same kind of law here.—*National Advertiser*.



"A WINTER MORN."

AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPE IN THE
MARCH CONTEST.

TAKEN WITH OUR "AUTAUQUA CAMERA"
CHARLES F. RANNEY, Y.



SCORES of boys are going to try and win one of the three prizes I offered in THE LARKIN IDEA for March to the boys who sell the most Larkin Soaps between April 1st and October 1st.

I am decidedly pleased with the outlook—pleased because I know it will prove a profitable experience for every boy who enters the Contest.

The boy who works for a Larkin Premium is working for the home.

“Where the treasure is there will the heart be also.” The boy who earns a Desk, a Mandolin, a Chautauqua Lathe and Scroll-saw or a Printing Press will have a treasure that will prove a strong home-tie.

I believe that the boy who is a home boy will make a good man; that one of the best ways to get a boy to like his home is to give him an interest in it. If some of its belongings are his he will find pleasure among them.

Furnish your room, boys; fit it up tastefully, comfortably. This will give you more pleasure than the street, and more enjoyment than idleness. You will find something to do in it. You will learn to spend a part of your leisure hours profitably.

That every boy may become familiar with the prizes offered in THE LARKIN IDEA for March, they and the conditions are reprinted.

To give all boys a fair chance there will be three Junior prizes for boys five years of age, and three Senior ones for boys between twelve and sixteen years.

The prizes in both sets will be precisely the same. That's right. There

are many little fellows who have sold as much Soap as the older ones have, but who would not compete with boys considerably older than they are.

Here are the Junior and Senior Prizes:

First Prize. Any Larkin Premium offered with a \$10.00 box of Larkin Soaps.

Second Prize. Any Premium offered for three Certificates.

Third Prize. Any Premium offered for two Certificates.

These are the conditions:

Each boy who enters the Contest must send his photograph, with his name, age, residence, and the name in which the orders will be sent, (which must be that of the head of the family,) addressed to Boraxine, care Larkin Soap Co., Larkin St., Buffalo, N. Y.

Keep the date of each order sent. On October 1st, mail your list to me. It will then be compared with our records and the prizes awarded.

Be sure to mail your list not later than October 1st. Those post-marked after that cannot be considered in awarding prizes.

Remember, the Contest begins April 1st. Any boy not over sixteen may enter it at any time he chooses after that date.

Send me your photograph as soon as you have made up your mind to enter. It will be engraved and printed in the Symposium.

I believe that every boy who tries to get one of the prizes will never regret he took my advice and entered the Contest.

I believe every boy will be glad to welcome Edna Emler into our Symposium because she had to help her

brother George entertain the rabbits while their picture was being taken. These rabbits are the children's pets. Night Spot is a black one and sleeps in a pen made from Larkin Soap boxes.



GEORGE AND EDNA EMLER.

The white one's name is Trot-away, because sometimes it trots away from home; then the children have to scamper after it. It likes best to sleep in the bay window on a Larkin Rug.

George is eleven years old; Edna is nine. Together they sold \$213.00 worth of the Larkin Soaps within a year. I think they are smart children. Don't you?

Arthur Walsh is a bright little boy, eight years old. He wrote his own letter and did it well. He has earned a Chautauqua Desk, a Reclining Chair and a Sleepy Hollow Chair. He is thoroughly pleased with his success and is satisfied with his Premiums. He says, "I am going to keep right on until I get to be a man." If he does, I'm sure he'll be the best business man in his town.



"I am to see to it that the world is the better for me, and to find my reward in the act."—*Emerson*.

WITCH HAZEL SHAVING SOAP.

Every man, and every woman who is interested in a man, will be pleased to know that the Larkin Witch Hazel Shaving Soap acknowledges no equal. Our advertisements, you will note, do not abound in superlatives; we do not presumptuously claim a monopoly of skill and knowledge in producing goods of our class, in spite of the immense variety of inferior—nay, spurious—goods in the market, tempting a conscientious manufacturer to forget that a few remain true to their calling. We never put an article on the



market that is not equal to any, and in a few things, we can demonstrate by any and every kind of test that we excel all others. Those women who know how particular men are about their shaving soap and who have heard them condemn, for one fault or another, nearly all kinds obtainable, will perhaps agree with us that quality counts for more in a shaving soap than in any other manufactured article.

Witch Hazel Shaving Soap produces the strongest, creamiest, most lasting lather; it never slimes in the cup, and



it is delightfully perfumed with a refreshing scent of which men never tire.

In sticks wrapped in tinfoil and packed in strong traveler's case, or in round tablets to fit the cup.

Price, per stick, or tablet, . . . \$.10

Price, per 1-lb. pkg. (six tablets), .50

Orders for our great Premium, the McRae Rocker, are promptly filled.

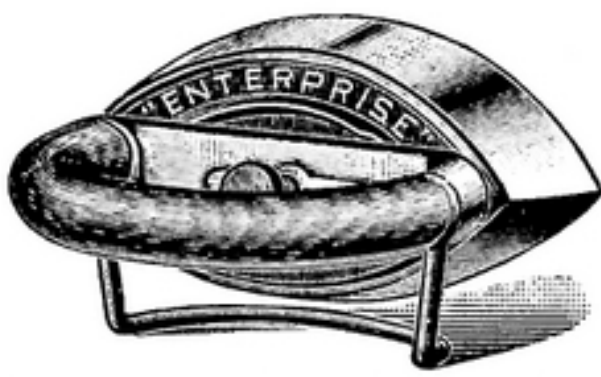
LARKIN LAUNDRY HELPS.

The Larkin Premiums are helping thousands of women with laundry work, making washday easier, saving strength and preserving health.

None need be without the best aids when the weekly washing is to be done; everything that is required is given free as Premiums with the Larkin Soaps.

MRS. POTTS' SAD IRONS.

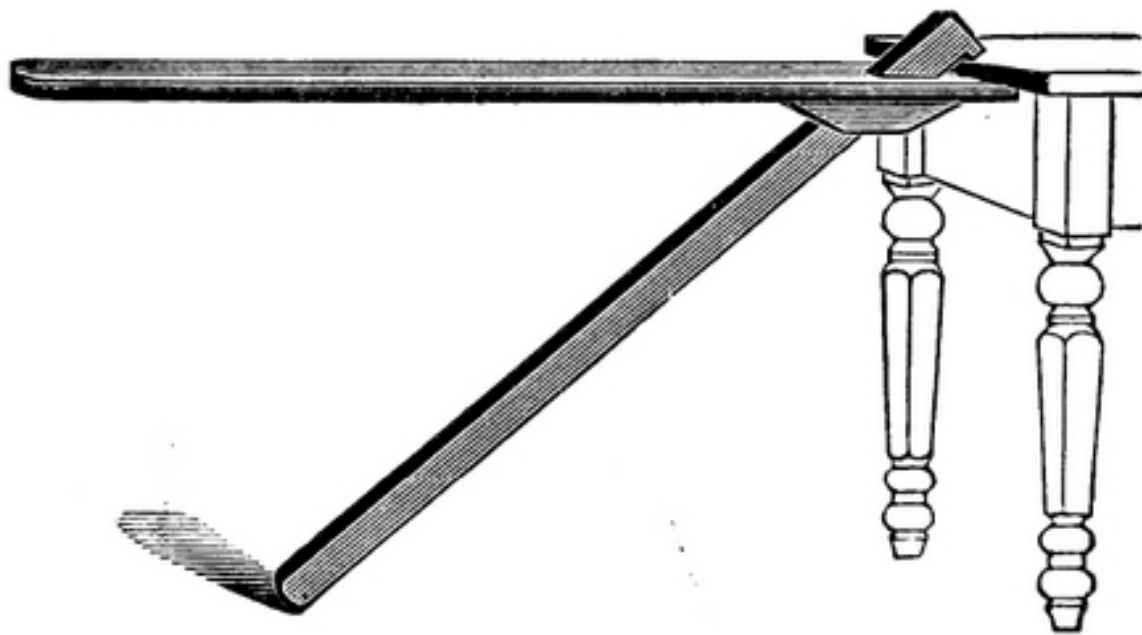
Set free for one Certificate.



One 4-lb. iron, with one end rounded for polishing; two double-pointed irons, 5½ and 5¾ lbs. Heavily Nickel-plated. They make ironing easier, because every iron is perfectly true and the face is slightly convex. The forged stretcher or iron part of handle will not break. Wire side-rest eliminates stand.

AUTOMATIC-FASTENING IRONING-BOARD.

Free for one Certificate.

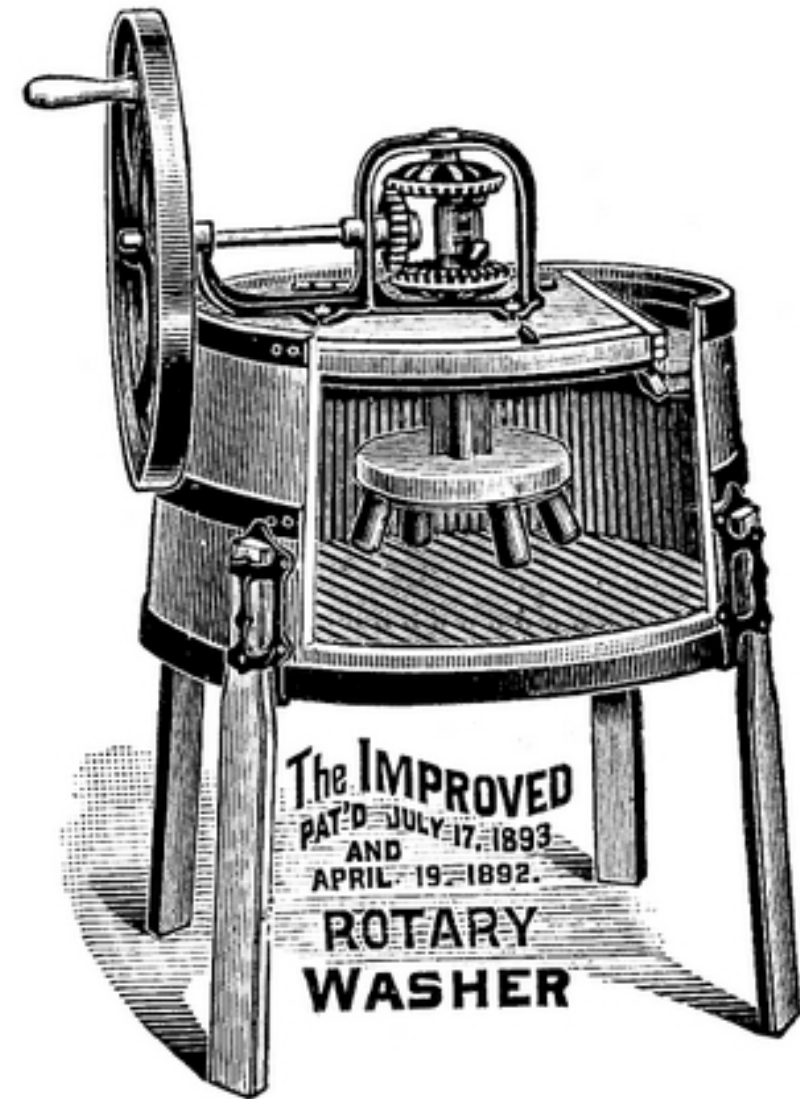


Ironing-board is 4 ft. 6 in. long, 15 in. wide, made of the best Whitewood, light and durable. The square end of board is placed under the edge of table or Kitchen Cabinet; the notch in upper end of brace fits securely to table top, bringing the board to a horizontal position, making it as firm and strong as the table itself. It folds into small space.

ROTARY WASHER.

Free for six Certificates, or Rotary Washer with \$10.00 worth of the Larkin Soaps, for \$10.00.

The lightest running, strongest and most perfect Rotary Washer on the market. Easy to operate. Capacity, 12 to 14 gallons. Adapted to a family of six to twelve persons.



Bottom and sides fully corrugated; leg-brackets of malleable iron, and self-supporting; plenty of room for largest Wringer.

It is made with the large end of the Tub down, allowing plenty of room for water and clothes. The hoops are of extra heavy steel, and warranted not to break. The Tub is made of clear Southern Poplar. Hand-wheel turns both ways, either backward or forward. Full directions accompany machine.

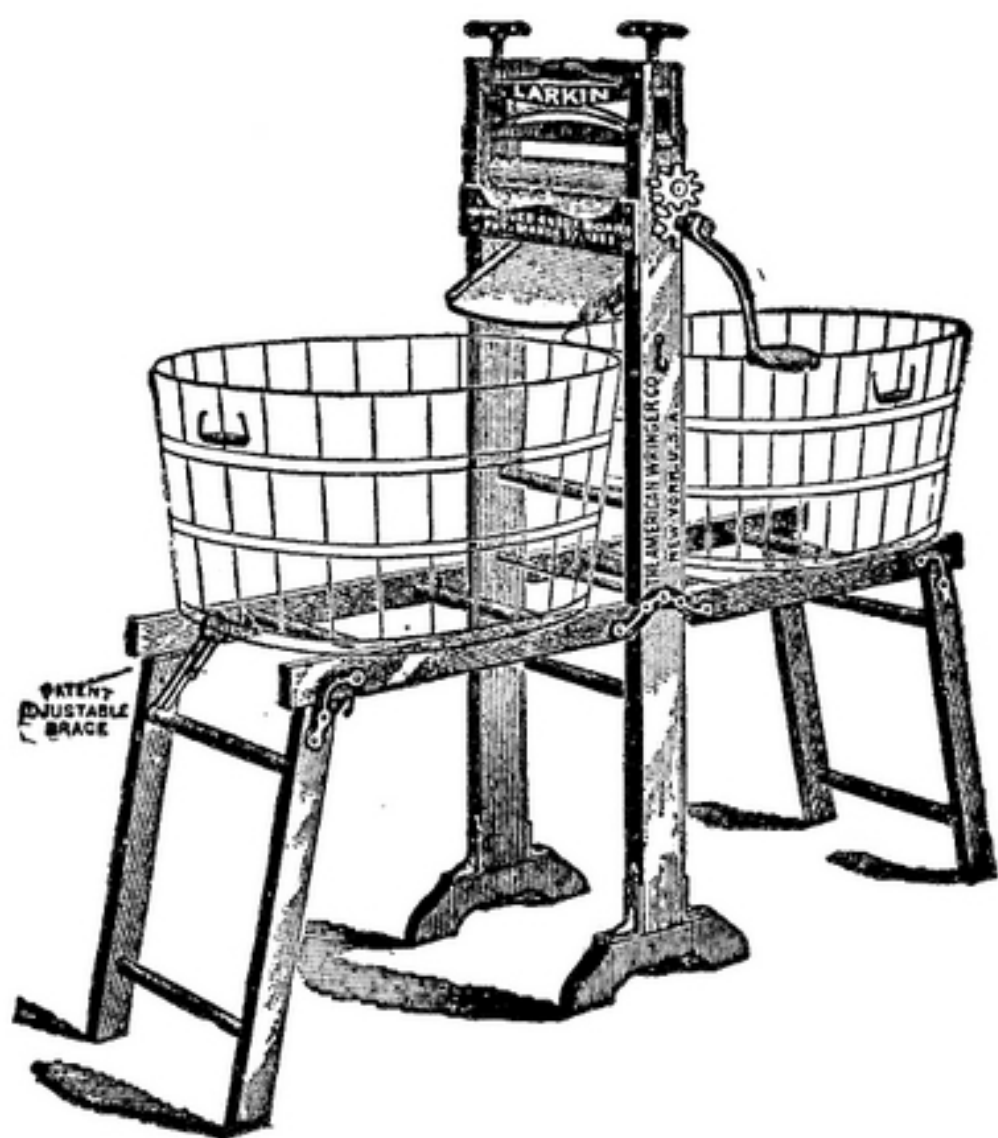
Guaranteed superior to any similar Washer on the market. Those who are prejudiced against washing machines are invited to try this one under the Larkin guarantee. Do not be deceived by imitations.

LARKIN BENCH WRINGER, No. 504.

Free for five Certificates; or Bench Wringer with \$10.00 worth of the Larkin Soaps, for \$10.00.

Embraces all that is best in a wringer; excelled by none, and superior to nine-tenths of the wringers sold. "Extra family-size," rolls being 11 x 1½ in. These large rolls wring drier and more easily, last longer and will not break buttons; so elastic that they wring the thinnest as well as the

thickest parts of the clothing. We, and the manufacturers, positively guarantee the rolls and all parts for five years' use. The patent guide-board spreads the clothes, saving them from wear, and causing the rolls to



wear evenly. Lignum-vitæ journal boxes, malleable iron castings; all metal galvanized or japanned to prevent rusting. Frame throughout is made of sun-dried Maple stock; oscillating water-board to conduct the water into either tub. The folding bench holds two tubs. It folds and locks, taking little more space than a tub wringer.

ANNIE BROWN.

BY CHARLOTTE L. COBB.

"Ah, why those tears, sweet Annie? You never used to frown, But now you look the saddest girl In all of Fairy town."

"The reason, sir, the reason?" And low she bowed her head. "The hopes I cherished yesterday Tonight with haste have fled."

"Dear Jack and I were happy As the song birds, and as gay; For we were fitting up a nest In which to live some day, When flames one night destroyed it, And we were left to mourn. It is not strange that I should look, At times, sad and forlorn?"

"Tut, tut, my dear young lassie, I'll tell you of a scheme By which you'll earn another home, Beyond your fondest dream." When next I saw sweet Annie Her tongue it gayly ran, While she loudly sang the praises Of the wondrous Larkin plan.

She showed me o'er their cottage Where all up-stairs and down Were useful Larkin Premiums, So said fair Annie Brown. "My Couch," exclaimed the maiden, "I earned that in a day; This pretty Desk, Chautauqua, Just drives the blues away."

"And try this Willow Rocker; I really must declare, I never saw the equal Of this lovely Morris Chair." The curtains at the windows, The rugs upon the floor, To tell you of their beauty 'Twould take a day or more.

In dining-room and kitchen Oh everything was neat; Nor could you find a happier home More tasteful and complete. "Dear Jack," said Annie softly, "Sometimes I greatly fear We two might yet be pining, But for the Larkin Idea."

SOAP AS A GERM-KILLER.

It has been shown by Kock and others that soap is a microbicide, or germ-killer, and, according to Professor Serafini, soda or potash soap is quite a good disinfectant, not only because of the alkalies, but the combination itself. Heating the water favors the effects. Resinous soaps are not the best disinfectants. White Woolen Soap is good. A solution of 3 or 4 per cent. kills the most resisting microbes.—*Washington Times*.

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.

Factories and General Offices: BUFFALO, N. Y.

Established, 1875.

Branch for West-of-the-Mississippi patrons:
PEORIA, ILL.

LOCAL BRANCHES:

19 Eliot St.,	- - -	BOSTON.
662, 664 Broadway, E. D.,	- - -	BROOKLYN.
49 Barclay St. and	{ -	NEW YORK CITY.
52, 54 Park Place,		
211, 213 N. Broad St.,	- - -	PHILADELPHIA.

FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

Not something for nothing, but something for everybody—the Larkin Premiums.

On the third cover page we show our line of Refrigerators, which meets

almost everybody's needs. Warm weather is not far away, and it is wise to prepare for it. There are no better Refrigerators than we offer.

The 40th Edition of our Premium List has just been issued. It contains several new Premiums that we believe will find favor with Larkin Patrons. Mailed free on request.

The advent of Spring means a general renovation of the home; the adding of new things to replace those that have served their purpose. The Larkin Premiums will furnish a home completely, from laundry to attic. The 40th Edition of our Premium List contains over 400 desirable Premiums.

"It is astonishing how the Larkin business grows," remarked a Buffalo business man. "I don't understand the secret of its success." Larkin customers do; they know the only secret of the Larkin success is the secret of giving more for the money than any one else.

THE LARKIN IDEA for May will be a special McKinley Rocker number. It will contain an interesting story of our great Premium, the McKinley chair, and several attractive engravings illustrating it. This deservedly popular chair is worthy the attention it will receive.

Our business for the first three months of this year shows a large increase over the corresponding months of preceding years. It gives us great satisfaction to acquaint Larkin patrons with the fact of this prosperous condition, because thousands are participators in our success. The more our business increases, the greater are the values distributed to our customers. Its dominant feature is co-operation; its effort is to give the largest value for the least money.

According to the 1900 U. S. Census the Larkin Soap Co. Works is one of but one hundred and thirty-two manufacturing in varied industries; *i. e.*, outside of metal and textile lines, reported as employing upwards of one thousand people.

The census shows New York State in the lead in the manufacture of Soap.

"It is necessary for my daughter to work, and I want to get her a position in the office of the Larkin Soap Co.," said a mother the other day. "You do so much to make the surroundings of your employes healthful and agreeable, and provide so many conveniences for their comfort, I know of no better place for a mother to send her girls."

World's Work Toilet Soap for Toilers is given a prominent place in this number of THE LARKIN IDEA. No matter what one's vocation is, the excellence of this Soap merits his appreciation. It is made for all classes of busy people; and supplies a need for which the ordinary Soap is unfitted. It is a cleansing Soap for those who desire to be thoroughly clean.

The letters we have received from the many girls and boys who have entered the Prize Contest, which begins April 1st, bear evidence that parents are taking a deep interest in it. As one of the purposes of the Contest is to further the efforts of the young people in obtaining rewards for selling the Larkin Soaps, we hope parents will give their children the encouragement they deserve.

Attention is directed to our new Improved Morris Chair offer on the second cover page of this issue of THE LARKIN IDEA. We are ever on the alert for improvements that represent real value. The new roll arms, carved claw feet and heavy legs of this Chair

enhance its beauty while adding to its worth. The substantial increase in value is sure to be appreciated.

A furniture manufacturer recently engaged by us to make some of our goods, writes:

"You criticise our goods more closely than any of our trade—the merchants—have ever done in the past and we are striving to fulfill your expectations."

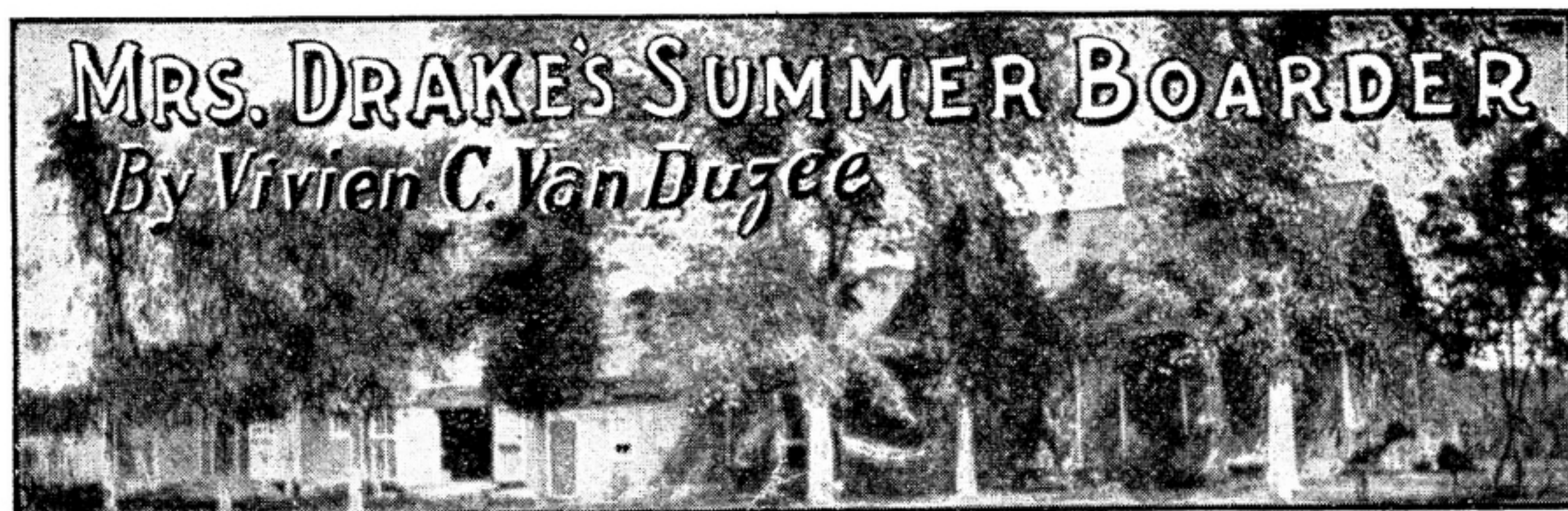
Larkin patrons can rely upon the most alert, experienced watchfulness being employed in their behalf.

An incident that occurred the other day, in Philadelphia, proves that our Showroom and Warehouse, at 211, 213 N. Broad Street, is a convenience appreciated by at least one person.

Mr. Otto Fichter called last week and left a \$10.00 order for the Larkin Soaps, which made 51 orders, aggregating \$510.00, that he has left at the Showroom since its opening, one year ago. He says there are twelve regular customers of the Larkin Soap Co. in the mill where he is employed.

Business men will appreciate something of the magnitude of the Larkin business when informed that our Bank deposit slip of Wednesday, March 18, 1903, was more than 100 ft. in length; yet nearly 500 remittances, received that day in currency by registered letter, were included as one item, occupying but one-third of an inch on deposit slip.

One of our exhibitions at the Pan-American Exposition was a show-case containing the original unpaid Post-office Money-orders actually received by us in one day's business. The increase in the Larkin business since the Exposition year is so great that were we to repeat the exhibit of a day's Money-orders, there would be twice the number and value of orders shown.



"Fetch the pail and mop, 'Ri, an' we'll clean up the spare-room right now."

It was her mother's voice that called. 'Ri was sixteen, but, from hard work and little pleasure, looked older. She got pail, mop, a package of Boraxine, crossed the parlor reposing in sombre quietude, and entered the spare-room, from which everything had been removed.



'Ri cleaned wood-work and floor while her mother went into the yard to see that the Ingrain Art Square suffered no damage from the ungentle hand of Steve.

"Soap yellers white paint," called Mrs. Drake. "Don't git on too much."

"I've got Boraxine," said 'Ri, "an' that won't harm anything."

"Git on as fast as you can, 'Ri," Mrs. Drake called again. Coming nearer the window she said, "Do you s'pose Mis' Baker's goin' to like it?"

"She don't need to stay if she don't, does she?"

"No—o; yit I'd like to suit 'er if she hain't one o' the creatures what's expectin' a lot more'n they pay fur. Jest give the floor another wipe, 'Ri, an' shove up the east winder. Five dollars a week hain't bad, is it?"

Mrs. Drake was the wife of a farmer. She was thrifty, an incessant



toiler, of a remarkable type. Her foot was first to touch the floor in the early morning; her hand, the last at night to quench the candle flame.

The first sound that disturbed the morning stillness was her shrill staccato lifted up the stairway, calling "'Ri", and the moment the drowsy girl appeared upon the kitchen floor, the day's activities began.

The restless thrift of the woman kept money flowing into the bank. Indeed, she had the mortgages on a dozen neighboring farms secure in her Fire-proof Strong Box, concealed somewhere in the house. If thieves searched it, wind wrecked it, or fire burned it, she declared the box would still remain undisturbed, in its hiding place.

"I hain't got no friend," she confided, "what's more reliable than a bank book. It don't eat your vituals and then critercise 'em behind your back."

Among her neighbors she was usually more respected than liked. Some, however, were too much indebted to show other than an apparently cordial welcome.

"'Ri," she exhorted, "a bank president's bow's got more real comfort in it than the smile of most neighbors, and comfort's what most folks is huntin' fur. The kind what suits me's the kind you kin draw out the bank on a rainy day when you need it most."

With the Art Square on her arm she still lingered. "Jest rub the south winder more," she commanded. "It's

Saturday Mis' Baker's comin', hain't it?"

Miss Baker was a Seminary preceptress. In seeking some sequestered spot in which to pass a few weeks away from life's troubled ocean, she had hit upon this simple abode as Arcadia, for the nonce.



The domestic arrangements were being overhauled and renovated. The dining-room was "smarted up;" Steve, the hired man, was no longer to be one of the "famby;" he was to eat alone in the kitchen; meals were to be served "sort o' course-like"; in short, gentility was to appear as having an abiding place there.

"It's a lot fur five dollars, 'Ri," Mrs. Drake protested, over the window sill. "Don't b'l'ever I ever was caught nappin' before. She ought'r paid six."

In due time Miss Baker was installed in the spare-room and soon fitted into the family mechanism.

To 'Ri she was a creature of enchantment, beckoning her with sweet seduction to a realm of unknown bliss. To Mrs. Drake she was an inventress of high and impracticable notions. Her adroit intimation that life's loftiest motive was not to fatten the bank account and deprive the soul its needed nourishment, was futile.

"A woman what works ain't gaddin'," declared Mrs. Drake. "God never made a gaddin' woman. They're the product of cheap labor and worm-eaten timber."

'Ri's room was beneath the east gable. Its window faced the wooded hills beating like ponderous billows against the distant horizon. The stern wall's only embellishment was the solemn portrait of an ancestor she never knew. The furniture stood spectre-like, grim, reproachful, forbidding. Impressed upon it was the barrenness of neglect; the need of the

touch of some gentle and loving hand.

Miss Baker bestowed the gracious touch. Bed, dresser and wash-stand were fairly hid beneath snowy whiteness; the stern walls beamed with curious and pleasing garniture; ferns and geraniums filled the window ledge; fresh flowers exhaled their perfume through the room.

"A sight o' time wasted," Mrs. Drake expostulated, when invited to survey its completion. "A healthy body what's done an honest day's work, don't need to be teased into slumber." Then she went down stairs.

When 'Ri's head sank into her pillow that night the beautiful environment was an alluring picture to her hungry heart. The odor of flowers, the fragrance of wood-ferns, the joy of having felt a loving touch, soothed her to deep and refreshing slumber.

"Next week Thursday afternoon our Soap Club gits together here," vouchsafed Mrs. Drake at the supper table one Monday evening.

"No," she replied to Miss Baker's question, "we don't have any fixin's; we jest bring our sewin' or mendin', visit awhile an' go home with our Soaps."

Miss Baker suggested something different next time; an evening meeting, inviting husbands; an entertainment and a luncheon.

"I don't mind, if you wan'to, Mis' Baker; I hain't had no time fur fussin' up things, an' it's a shame, Mis' Baker, I hain't. The Larkin Club-of-Ten is a down-right blessin' to most women. It holds out a helpin' hand to 'em, an' then pays 'em fer grabbin' it. Go right on, Mis' Baker, an git it up."

In every community abide those having the ability to entertain. Young men and women were home from schools and colleges; from cities, summer guests were scattered over the country-side; all were willing to contribute to the occasion.

"'Pears real opery-like," commented Mrs. Drake, viewing with complacent satisfaction the pretentious appearing program. "I b'l'ieve, 'Ri, I'll jest have Mis' Sparks stylish up my las' summer's waist a bit, an' fix you up a new muslin."

To 'Ri she confessed that nothing had so "stirred her up from the bottom", as the preparations in progress.

"If I was a courtin' favor," she declared, "I'd ruther be Larkin than most men. There's a sight more gospel in square dealin' than there is in some folks' preachin'."

When Thursday evening came, over forty people were assembled in the spacious door-yard. Festoons of lanterns swung beneath the trees; before the platform erected for the entertainers sat the village orchestra—they had begun the overture.

As Mrs. Drake contemplated the animated and expectant audience, a smile, beneficent, expansive, overspread her face. Beneath the waist, which Miss Sparks had "stylished up," her heart was beating with turbulent ecstasy.

"'Ri," she confided, after it was all over, "I hain't felt so sort of inspired sence I don't know when; it's chippered me right up. It jest shows that Soaps and Premiums hain't all that's good in a Club-o'-Ten; you can git a sight o' comfort out it, if you want to."

THE ROMANS DID NOT USE SOAP.

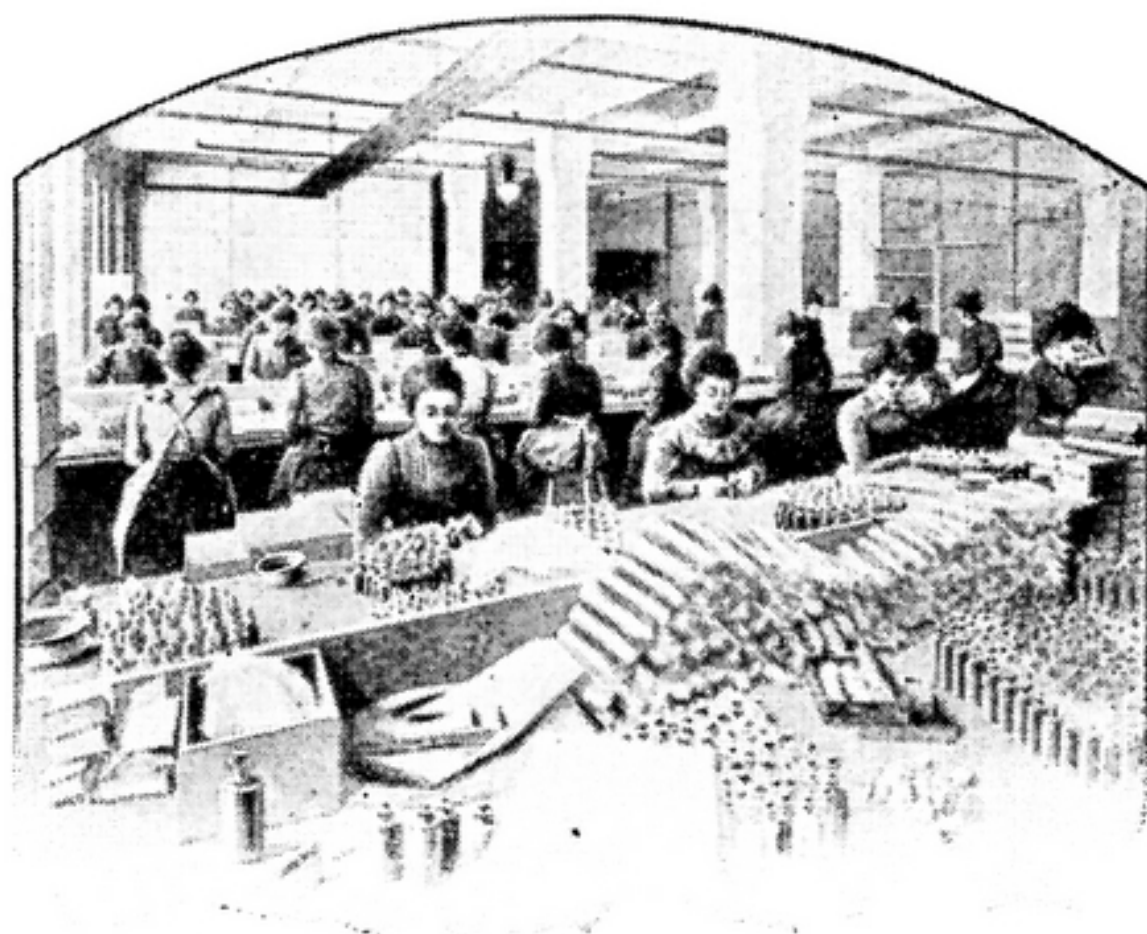
The Romans were not acquainted with the use of regular soap, but they employed an alkali, with which the greasy dirt was dissolved out of their clothes. This alkali, called nitrum, is referred to by Pliny, but the cheapest solvent was urine, which was mostly

The clothes were put in this, 1 with water and then stamped 1 with the feet. This process was by 1 people, while boys

lifted the clothes out of the tubs. The white garments, after being washed, were subjected to the vapor of sulphur, being stretched on a frame and the sulphur burned beneath.

JUDGE VALUE BY MERIT, NOT BY PRICE.

Some manufacturers of Toilet Preparations put a fictitious price on their products to establish them as of superior quality among undiscerning people—who judge merit by price—and with resulting limited sales maintained only by expensive advertising, high prices remain necessary.



The retail prices quoted upon our goods are, in all cases, extremely low, and yet they are double the actual cost to one who purchases an assortment of Larkin Soaps and Toilet Preparations, (of his selection,) to the total value of \$20.00, our price being only \$10.00. Should you choose a Larkin Premium instead of double value in Soaps, the saving to you still remains one-half of retail values. Any order to the Larkin Soap Co. of a net value of \$10.00 means a saving to the purchaser of fifty per cent.—all the profits and expenses of middlemen. The reality of this is proved every day, in every community, by those who obtain Larkin Premiums absolutely free by selling the Larkin Soaps and Toilet Preparations, at the regular retail prices, for a total sum sufficient to pay our bill, and give them the Premium: a liberal reward for pleasant effort.

THE LARKIN CLUB-OF-TEN

What a Dollar a Month Will Do.

Winter has gone, and with it passes the most successful Larkin Club-of-Ten season in our history.

But the usefulness of Clubs does not depend on seasons; a Club-of-Ten is always in season; always the housewife's assisting friend; always adding to the comfort of homes.

The time is near when the fireside will be deserted, and the lawn or veranda will become the gathering place for the family and its friends. Other forms of recreation will take the place of indoor entertainment. It is time to plan the summer programs for the Club.

Last year many Secretaries expressed regret because out-of-door entertainments were unthought-of or neglected. That the neglect or oversight may not occur again, begin the planning now. Every Club that has prepared special features for Club meetings, concedes that it paid to do it.

Mrs. Ada E. Aubin, N. Y., writes: "The order I sent you last week ended our 1902 Club, and we lost no time in re-organizing as the first order of our 1903 Club has been sent. We are a Club of French ladies (with one exception, and she has a French husband); and we have been christened 'The Soap Bubbles' not quite rightly, I think, as this is our fifth year and we have not 'busted' yet."

Mrs. S. L. Estelle, Pa., writes: "Kindly send me a Premium List and Order-blanks. I expect to organize a Larkin Club-of-Ten soon. My husband is a barber; he has two of your Razors. Although he has a great many Razors, yours are the best. I have many of your Premiums. With my

first order I received a Mandolin and my husband says it is better than his, which cost \$35.00. So you see we value your goods. I have also an Iron Bed, Set of Dishes, High-back Rocker No. 4, Oak Sewing Rocker No. 1, Curtains, four Solid Oak Dining Chairs and I'm very much pleased with all."



Mrs. Henry Clift, Ohio, writes: "We have just organized a new Larkin Club-of-Ten. The first order has been received and we are satisfied with everything."

"I am sending you a photograph of our Secretary, Mrs. May Smith; we members would like to see it in THE LARKIN IDEA."

"I appreciate the honor of winning the first prize of \$2.00, in the January Photograph Contest."

"I have taken better pictures with my Chautauqua Camera than one of my lady friends who has a fine Camera costing \$25.00. She admits that so far as the lens is concerned my Camera equals hers. It is an exceptionally good one to give with \$10.00 worth of Soaps."

Mrs. H. T. Dunn, Me., writes: "I receive a copy of THE LARKIN IDEA every month and I appreciate it very much. The members of my Larkin Club-of-Ten are well pleased with both Soaps and Premiums which they received. I intend to keep the Club going, if possible. If we ask anyone here to buy Soap from us, tell them Larkin's, that is all."

needed, as the people are more than satisfied with the Larkin Soaps. I have never heard anything but praise for the Larkin Soaps and Premiums.

"I received a copy of the new Order-blank and I think it is very nice."

Mrs. Frank Berger, Pa., writes: "I must tell you of my success since I have been a Larkin patron. I am operating seven Larkin Clubs-of-Ten at the present time with some



of my members living in four different villages; but I enjoy the work as I feel amply rewarded with the beautiful Premiums I have. Some of the Premiums that we, as a Club, have received are as follows: 9 Couches, 8 Iron Beds, Chiffonier, Washstand, Reclining Chair, Combined Book-case and Writing Desk, Library Lamp, Bath Cabinet, Oil Stove, 4 Smyrna Rugs, Beveled-plate Mirror, 2 Chautauqua Desks, Book-case, Go-Cart, Palace Lamp, 2 Reed Rockers, and 4 Dining Room Chairs. As Certificate Premiums I have received a Mattress, Library Lamp, China Cabinet, and a Rocker.

"I have not said half what I wish to say in praise of the Larkin Soaps, Toilet Preparations and Premiums. It is a pleasure to sell your Soaps, as all who have used them once are regular customers thereafter. I wish to thank you for the Modjeska Violet Calendar and for THE LARKIN IDEA, which I very much enjoy reading."

Mrs. Minnie E. Emmett, Mich., writes: "You will find enclosed a photograph of our Larkin Club-of-Ten. It is called the Howell Soap Club. We would like very much to see the photograph in THE LARKIN IDEA."

"We meet at the homes of the members and always serve refreshments. We enjoy the social part as well as the business part, and are all delighted with the Soaps and Premiums, having always found them to be just as represented. The extra 50 cents' worth of Soap for cash, is divided among the members.

"We expect to continue the Club another year as we have all been benefited by the first year's results.

"We have the honor of being the first Larkin Club-of-Ten organized here."

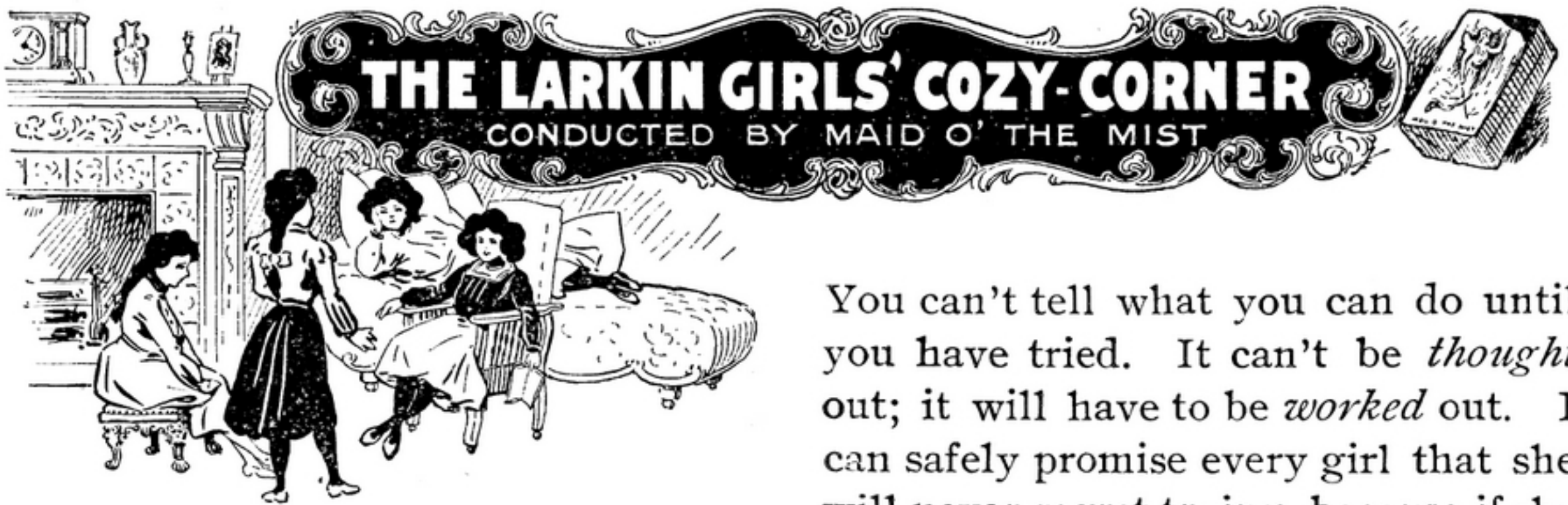
Mrs. Rosa Fulmer, N. J., writes: "I wish to thank you for the prompt shipment of my last Premium, the Couch, which came at just the right time.

"I would like the readers of THE LARKIN IDEA to know what I have accomplished and some of the Premiums I have received. I have the Reclining Chair, Rococo Couch, Chiffonier, Tile Clock, Table Linen, and an Air Rifle.

"I have six children but still I find time to take orders for Larkin Soap. I am about to organize another Club as several of my old members are anxious to go in a Larkin Club-of-Ten again. I thank you for THE LARKIN IDEA. It is a very instructive magazine."



A LARKIN CLUB-OF-TEN.
MRS. MINNIE E. EMMETT, SEC'Y.



I HAVE so many things to say to my girls, it has been a hard matter for me to wait a whole month before having the opportunity to say them.

I am really elated over the Prize Contest about which I talked last month. So many girls are going into it, and with such a spirit of enthusiasm, that I know the summer is going to be a lively and interesting one.

I want every girl to know what the Prize Contest is. Boraxine has reprinted the list of Prizes and conditions. I am sure if they are read by every girl who receives THE LARKIN IDEA, she will want one of the Prizes.

If every one of you could visit me and see the quantities of beautiful Premiums we have ready to ship to the Larkin homes, you would better realize why I am so earnest in my wish that every girl should enter this Contest.

Beautiful things afford such pleasure and give so much satisfaction that everybody wishes them. All do not have them, only because they haven't let the Larkin Idea do for them what they could not do for themselves.

When any earnest girl can earn in one or two afternoons a Chautauqua Desk, or a White Enameled Bedstead, or other Larkin Premium, there is no reason whatever why every girl should not possess as many useful and beautiful things as she can possibly desire.

If there is a girl who hasn't made up her mind to enter the Contest, it seems to me I'd say, "I'll try, anyway."

You can't tell what you can do until you have tried. It can't be *thought* out; it will have to be *worked* out. I can safely promise every girl that she will never regret trying, because if she does not succeed in winning a prize she will be well rewarded in the Premiums she earns.

I wish you would write me a letter telling what you think about it.

Lulu Harvey confirms what I said a moment ago about the ease of earning Larkin Premiums.



Here is the way Lulu tells it: "I thought I would like to sell enough of the Larkin Soaps to earn a Chautauqua Desk. I did it very easily. I was so

delighted with the Desk that I continued selling Soaps. People who used them wanted more. So I earned a Morris Chair; then a Bicycle. I also have two pretty Rings which I obtained with Certificates."

Ethel Mae Flanigan offers encouragement to every girl who hasn't tried to earn a Premium, and who wants beautiful and useful things. Here is what she says:

"I am twelve years old and have sent you orders for \$50.00 worth of the Larkin Soaps.



I have no trouble selling them, as everybody is well acquainted with them. I am very fond of my Desk. Usually I get cash instead of a Premium; for in doing so I pay for my music lessons."



Bertha Clark says: "I am fourteen years old and I've sent you four \$10.00 orders. Your Soaps are so good and the Premiums so fine I expect to send you many more orders during vacation.

"I find pleasure in reading THE LARKIN IDEA."

Della Rish, writes: "As my fifth order for the Larkin Soaps has been sent, I would like my portrait printed in THE LARKIN IDEA that I delight so much in reading.



"My first Premium was a Chautauqua Book-case; my second, a Reclining Chair; my third, a Severn Dinner Set; My fourth, a Seth Thomas Clock for Papa's birthday present; my fifth, (but not my last) the 24-piece set of Silverware for Mamma's birthday.



"I also send a pho-

tograph of my sister Marie, who helped me to deliver the Soaps. I wish you a great deal of success."

Here is a letter written in rhyme, which pleased me very much. I wonder who is going to write the next one.

Dear Larkin Soap Co.: I write to you
To tell that you have done your duty
By sending us a Calendar,
Which certainly is a beauty.



I think your Premiums elegant,
As many others do.
"Honesty is the best policy."
And you have proved it, too.

I've earned four Chairs, a Chiffonier,
A Book-case and Desk Combined;
The Chairs are simply lovely,
And the others are not behind.

May you ever, ever, prosper,
And your corner in life be shady:
Are the best wishes of a little girl,
Named Nellie V. O'Grady.

SEVEN YEARS' GROWTH.

Our Real Estate Department reports that one hundred Dwelling Houses, and business places housing about one hundred and fifty families and about seven hundred and fifty persons, have been removed or razed from the land now occupied by the Larkin Factories, with their storage yards.

DEPEW WON OUT.

When Mark Twain and Chauncey Depew are met together, something is likely to happen. They met in Depew's office not long ago and the Senator took occasion to wash his hands, soiled from writing. Mr.

Clemens observed that it might be a good thing to perform a similar operation on his conscience.

"Possibly," said Mr. Depew. "Soap would do for me, but if it was your conscience you'd have to use pumice stone."—*Cleveland Plain Dealer*.

AN ACTUAL OCCURRENCE.

At one of our Eastern Showrooms, a lady one day protested that with the Soaps and Harness ordered, the horse shown in our Premium List was not delivered. She said that she didn't expect a real live horse, but thought we furnished a big wooden display horse, with each harness, and her boy wanted it.

Chautauqua Refrigerators.

No. 40. Given with \$10.00 worth of the Larkin Soaps, for \$14.50; or with \$20.00 worth, for \$19.00.

Outside dimensions: Width, 30 $\frac{3}{4}$ in.; depth, 19 $\frac{1}{8}$ in.; height, 42 $\frac{1}{2}$ in.; door, 19 x 22 $\frac{1}{4}$ in. Ice capacity, 70 pounds. Shipping weight, 145 pounds.

Ice-chamber insulated by a double air-space with heavy paper; two slatted shelves, and corrugated Ice-rack of Galvanized Iron. Solid Brass trimmings. Self-retained casters

Refrigerator No. 40, containing Water Cooler same as in 421, \$2.50 cash additional.

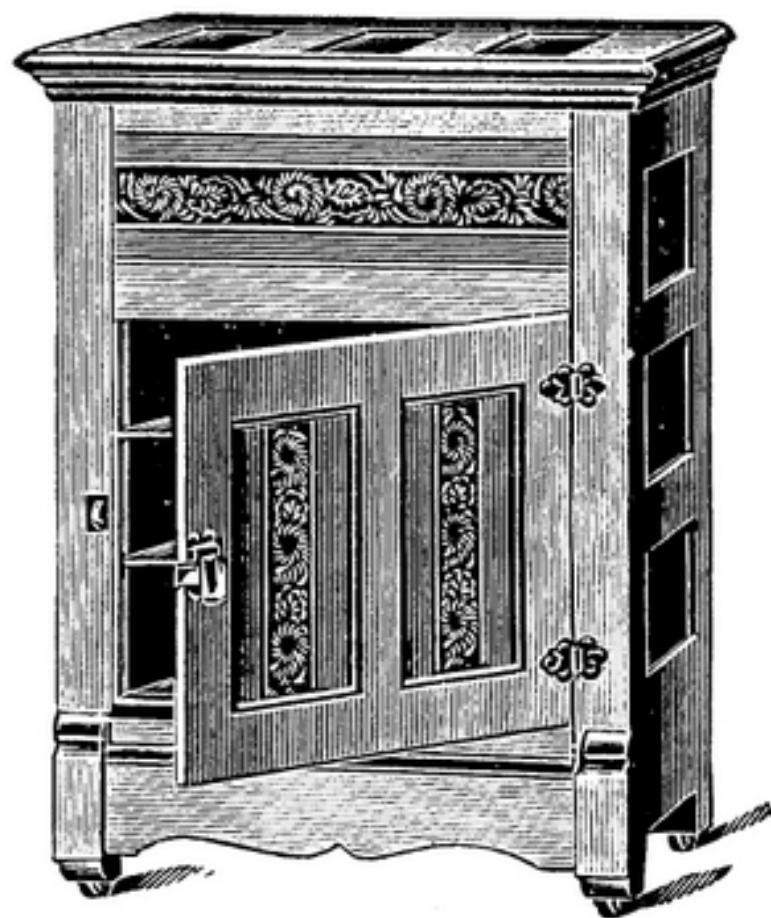
No. 20. Given with \$10.00 worth of the Larkin Soaps, for \$11.50.

Outside dimensions: Width, 26 $\frac{3}{4}$ in.; depth, 17 $\frac{1}{8}$ in.; height, 38 $\frac{1}{2}$ in.; door, 17 $\frac{1}{4}$ x 18 $\frac{1}{4}$ in. Ice capacity, 45 pounds. Shipping weight, 110 pounds. One slatted shelf, otherwise same construction as No. 40.

Refrigerator No. 20, containing Water Cooler, same as in No. 421, \$2.50 cash additional.

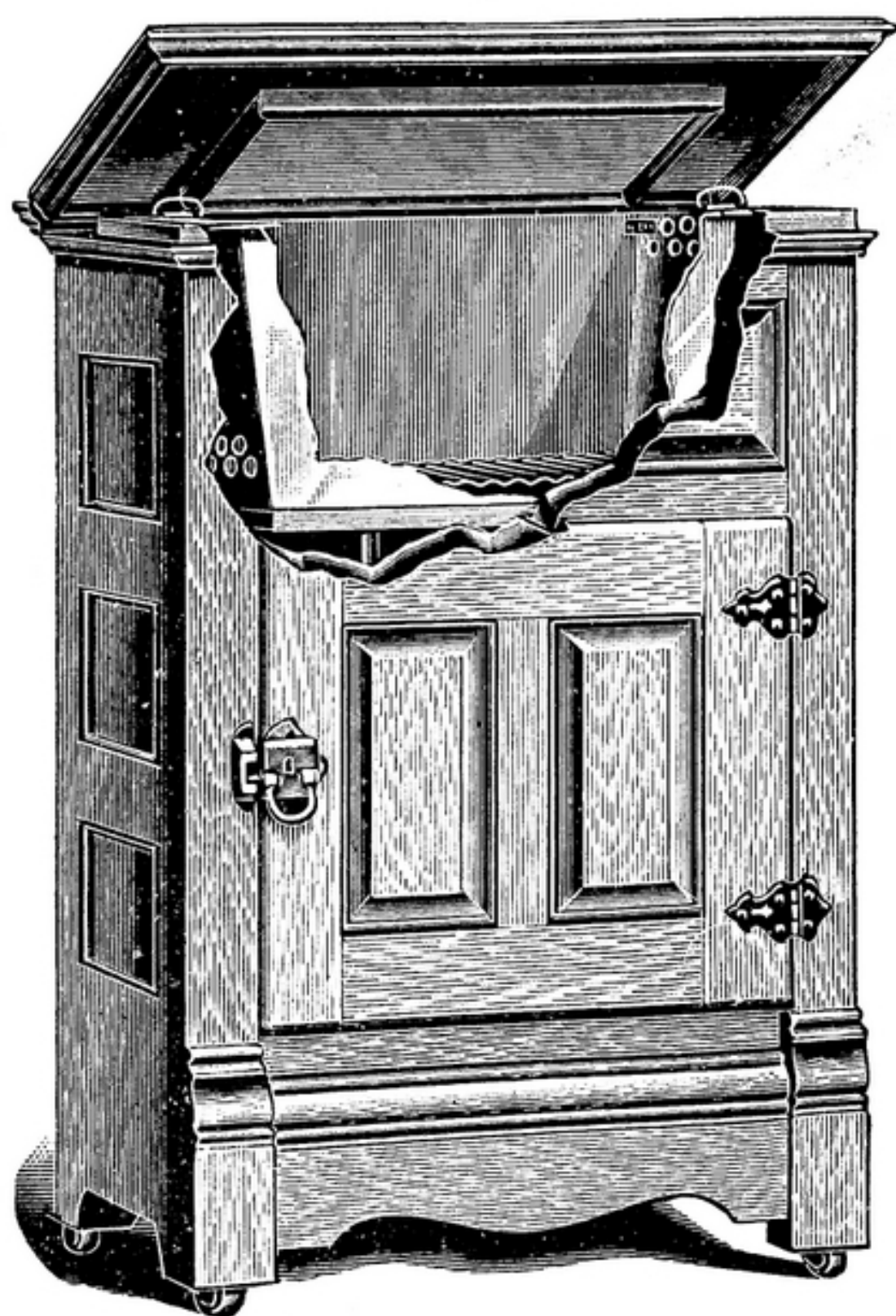
Both sizes made of Hardwood with embossed panels, golden finish, zinc lining with wood backing.

These Refrigerators have withstood a severe test as ice-savers in high temperature.



THE JEWETT DRY-AIR REFRIGERATOR, No. 421.

Given with \$10.00 worth of the Larkin Soaps, for \$18.50 ; or with \$20.00 worth of Soaps, for \$23.00 ; or with \$30.00 worth, for \$28.00.



The Jewett Refrigerator is the standard for all makers. Made of Golden Ash with raised panels, lined with zinc, with solid wood backing. Walls packed with Charcoal, with heavy paper each side. Patented, removable Ice-chamber, shown in cut, is of heavy Galvanized Iron, with corrugated Ice-rack. Galvanized Iron, slatted removable shelves. The entire inside is very accessible for cleaning, which should be done with Boraxine. All sides of Ice-chamber are exposed to the Patent Cold-Blast System of air circulation and rotation, which forces a constant current of ice-cold air into the provision compartment, and answers the double purpose of throwing off cold and condensing the moisture, rendering the air **DRY AND VERY COLD**. Polished Brass trimmings. Self-retained casters. Lifting base permitting use of large waste-water pan. The outside measurements are 28 in. wide; 18 $\frac{1}{4}$ in. deep; 40 $\frac{1}{2}$ in. high. The door to provision compartment is 17 $\frac{1}{2}$ in. high, and 20 $\frac{1}{2}$ in. wide. Ice capacity, 50 pounds. Shipping weight, 180 pounds.

Refrigerator No. 421 containing Water Cooler, \$3.00 cash

additional. Cooler, porcelain lined; has Nickel-plated faucet with stand for glass.

Larkin Street,

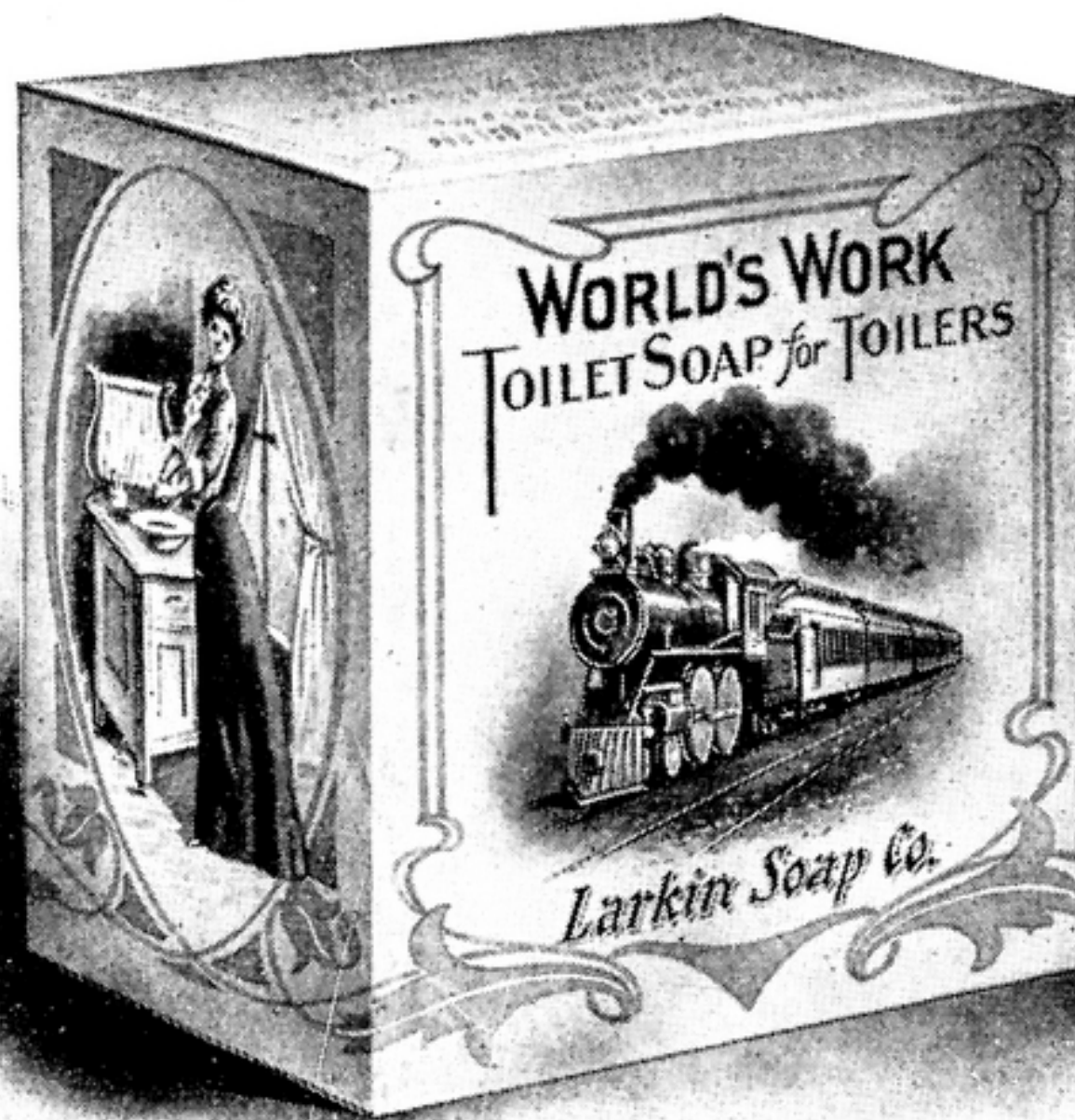
Larkin Soap Co.

Buffalo, N. Y.

The Toilet Soap for Toilers.

WORLD'S WORK

TOILET SOAP FOR TOILERS.



AN EXPEDITIOUS CLEANER

of hands soiled or stained with grease or grime, paint or ink, tar or tan.

The instant friend of every toiler in the home, the shop, the store, the office, and of all out-of-door workers.

Beneficial for occasional use in the bath to promote renewal of cuticle.

Price, per carton of two cakes, 10 cents.

—Factory—to=Family—
Soapmakers, Perfumers,
Chemists, Refiners.

Larkin Soap Co.

Larkin, Seneca, Swan,
Carroll and Exchange Sts.,
BUFFALO, N. Y.

ESTABLISHED, 1875.